

ORDER



Orders	Order / Rev:	35844	Primary AE:	Mike Jones
	Alt Order #:	08801765	Sales Office:	K-WAS
	Product Desc:	OCEQUERA/CON/DEM	Sales Region:	National
	Estimate:	1184		
	Flight Dates:	09/25/12 - 10/01/12		
	Original Date / Rev:	05/15/12 / 10/01/12		
	Order Type:	GENERAL		

Agency	Name:	GMMB	Billing Type:	Cash
	Buying Contact:	Maura Gilroy	Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Ave NW	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	Oceguera, John CD3	New Business Thru:	
	Demographic:	A25-54	Order Separation:	00:15:00
	Product Codes:	PO1	Advertiser External ID:	
	Priority:	LV3	Agency External ID:	
	Revenue Codes:	AGY, POL, CAND		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	45	\$14,110.00	\$11,993.50	September 2012	45	\$14,110.00	\$11,993.50	0.00
10/01/12	10/01/12	1	\$165.00	\$140.25	October 2012	1	\$165.00	\$140.25	0.00
					Totals	46	\$14,275.00	\$12,133.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$14,275.00
Market	100%	\$47,583.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$11,895.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,379.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/25/12	10/01/12	8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	2	\$145.00	LV3	0.00	NM	2	\$290.00
8 NEWS NOW AT 5A															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/25/12	10/01/12	-TWTF--		2				\$145.00		0.00			
E 2	8	09/25/12	10/01/12		CM	6-7a	-TWTF--	:30	3	\$245.00	LV2	0.00	NM	3	\$735.00

Order / Rev: 35844
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Advertiser: Oceguera, John CD3
 Product Desc: OCEQUERA/CON/DEM
 Estimate: 1184

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
8 News Now 6a M-F																
8 News Now 6a M-F																
8 NEWS NOW AT 6A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/25/12	10/01/12	-TWTF--		3		\$245.00		0.00						
E 3	8	09/25/12	10/01/12	CBS This Morning	7-9a CM	7-9a		MTWTF--	:30	5	\$125.00	LV3	0.00	NM	4	\$500.00
CBS THIS MORNING																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/25/12	10/01/12	-TWTF--		4		\$125.00		0.00						
E 4	8	09/30/12	09/30/12	CBS News Sunday Morn	Q@M	CBS Sunday Morni	-----S		:30	1	\$175.00	LV3	0.00	NM	1	\$175.00
CBS News Sunday Morning																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-----S		1		\$175.00		0.00						
E 5	8	09/30/12	09/30/12	Face The Nation	CM	Face The Nation	-----S		:30	1	\$225.00	LV3	0.00	NM	1	\$225.00
FACE THE NATION																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-----S		1		\$225.00		0.00						
E 6	8	09/25/12	10/01/12	Live w/Kelly	CM	9-10a		-TWTF--	:30	2	\$250.00	LV2	0.00	NM	2	\$500.00
Live With Regis & Kelly																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/25/12	10/01/12	-TWTF--		2		\$250.00		0.00						
E 7	8	09/25/12	10/01/12	Price Is Right	CM	10-11a		-TWTF--	:30	2	\$350.00	LV2	0.00	NM	2	\$700.00
Price Is Right																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/25/12	10/01/12	-TWTF--		2		\$350.00		0.00						
E 8	8	09/25/12	10/01/12	Y&R	CM	11a-12p		-TWTF--	:30	2	\$425.00	LV3	0.00	NM	2	\$850.00
Young & Restless																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/25/12	10/01/12	-TWTF--		2		\$425.00		0.00						
E 9	8	09/25/12	10/01/12	8 News Now Noon M-F	CM	12-1230p		-TWTF--	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
8 News Now Noon M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/25/12	10/01/12	-TWTF--		2		\$225.00		0.00						
E 10	8	09/25/12	10/01/12	1230-2p Soaps/ LMAD	CM	1230-2p		-TWTF--	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
Soaps / Let's Make A Deal																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/25/12	10/01/12	-TWTF--		2		\$325.00		0.00						
E 11	8	09/25/12	10/01/12	The Talk 2-3P	CM	2-3p		-TWTF--	:30	2	\$300.00	LV3	0.00	NM	2	\$600.00
The Talk																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/25/12	10/01/12	-TWTF--		2		\$300.00		0.00						
E 12	8	09/25/12	10/01/12	Ellen	CM	3-4p		-TWTF--	:30	3	\$325.00	LV2	0.00	NM	3	\$975.00
Ellen																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/25/12	10/01/12	-TWTF--		3		\$325.00		0.00						
E 13	8	09/25/12	10/01/12	8 News Now 4p M-F	CM	4-5p		-TWTF--	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00
8 News Now 4p M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/25/12	10/01/12	-TWTF--		2		\$300.00		0.00						
E 14	8	09/25/12	10/01/12	8 News Now 4PM & 430PM	CM	5-630p		-TWTF--	:30	3	\$375.00	LV2	0.00	NM	3	\$1,125.00

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KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 5-630p M-F															
8 News Now 5-630p M-F															
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-TWTF--		3				\$375.00		0.00			
E 15	8	09/29/12	09/29/12	Sat 7-8p - ET Wknd	CM	7-8p		:30	1	\$135.00	LV3	0.00	NM	1	\$135.00
Ent Tonight Weekend															
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$135.00		0.00			
E 16	8	09/30/12	09/30/12	Sun 7-8p	CM	7-8p		:30	1	\$1,100.00	LV3	0.00	NM	0	\$0.00
60 Minutes															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$1,100.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	8	09/24/12-09/30/12		Sun 7-8p	7-8p					-----Su	:30(\$1,100.00)	0.00	NM		
Credited moved to 35840															
E 17	8	09/30/12	09/30/12	Sun 8-9p	CM	8-9p		:30	1	\$1,600.00	LV2	0.00	NM	1	\$1,600.00
Amazing Race 21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$1,600.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	8	09/24/12-09/30/12		Sun 8-9p	8-9p	(8:00 PM-9:00 PM)				-----Su	:30(\$1,600.00)	0.00	NM		
See MG 17.2 [Due Oversold - bco]															
2	8	09/24/12-09/30/12		Fri 10-11p	10-11p					-----F----	:30	\$1,600.00	0.00	NM	
(M) MG for 17.1 09/30															
E 18	8	09/25/12	10/01/12	8 News Now 11p M-F	CM	11-1135p		:30	2	\$500.00	LV2	0.00	NM	2	\$1,000.00
8 News Now 11p M-F															
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-TWTF--		2	\$500.00			0.00					
E 19	8	09/25/12	10/01/12	Letterman	CM	1135p-1237a		:30	2	\$175.00	LV3	0.00	NM	2	\$350.00
Letterman															
(11:35 PM-12:37 XM)															
LATE SHOW W/LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-TWTF--		2	\$175.00			0.00					
N 20	8	10/01/12	10/01/12	CBS This Morning	7-9a CM	7-9a		:30	1	\$165.00	LV3	0.00	NM	1	\$165.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	M-----		1	\$165.00			0.00					
N 21	8	09/25/12	09/28/12	8 News Now 5-630p M-FCM	5-630p			:30	4	\$375.00	LV2	0.00	NM	4	\$1,500.00
8 News Now 5-630p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--		4	\$375.00			0.00					
N 22	8	09/25/12	09/28/12	8 News Now 4p M-F	CM	4-5p		:30	3	\$300.00	LV2	0.00	NM	3	\$900.00
8 News Now 4p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--		3	\$300.00			0.00					
N 23	8	09/29/12	09/29/12	Politics Now S Sebelius	CM	Various		:30	1	\$250.00	LV2	0.00	NM	1	\$250.00
Politics Now S Sebelius															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1	\$250.00			0.00					

Totals 46 \$14,275.00